OUR HISTORY

Layan Jewellery opened in Kuwait in 1988 by Lebanese businessman and jeweler Wasim Ezzo. The store was met with public success, as it combined impeccable diamonds with pure gold in modern cuts and styles not yet available to the local market. In addition, Layan Jewellery presented the public with direct connection between the customer and reputed Indian diamond manufacturers.

Moreover, Layan Jewellery presented a new B2B solution for local diamond retailers and governmental entities as well. Almost one decade after Layan Jewellery, Ezzo founded a parent company under which several brands would operate, including Layan Jewellery. He named it Jewel Box, est. 1997. Soon after, Ezzo opened up several branches underneath Jewel Box including the International Diamond Exhibition for Jewellery (IDEJ) and Midway for Fairs.

MISSION AND VISION

We offer wholesale prices for both B2B and B2C consumers while maintaining our diamond and gold quality and integrity, through which we are growing our consumer base.

Our vision is to become a reputable GCC-wide diamond and gold trade company.

VALUES

- Transparency
- Commitment
- Integrity
- Communication
- Growth

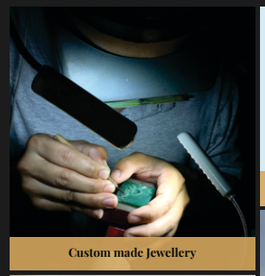
JEWELLERS

In 2000, Ezzo brought something new to the local market: a diamond exhibition operating in one of Kuwait's earliest Free Trade Zones. The exhibition was especially attractive to international jewelers sending their items from abroad as they only paid customs duties for the sold items, and unsold items returned without import fees. This opened up the opportunities for more international jewelers to showcase their items in the untapped Kuwaiti market. Through IDEJ Moreover, IDEJ became the unofficial supplier of the world-class Indian diamonds to Kuwait, of which demand is consistently high. After the success of the IDEJ exhibitions, the Metals and Minerals Trading Corporation of India (MMTC) and Handicrafts and Handlooms Export Corporation of India (HHEC) cooperated and supported the Exhibition throughout the GCC.

In 2014, IDEJ moved its showroom to the up-and-coming prestigious shopping mall Olympia, located in the Salmiya seaside. This switch of location was to cultivate a handpicked collection of iconic pieces from 14 selected popular jewelers.

To date, IDEJ has executed over 100 exhibitions for diamond Jewellery in the GCC, predominantly Kuwait. Since 2014, the IDEJ was held three times per year, but due to growing demand from 2016, became quarterly. After market research, Ezzo is also integrating 21 and 22 karat gold wholesale into the IDEJ.

OUR SERVICES


Custom made Jewellery

Introducing Diamond manufactures to the GCC

Gold and Diamond logistic services

Hosting quarterly showcase

Developing 21 & 22 ct gold wholesale

AT THE TURN OF THE MILLENNIUM

Jewel Box for Jewellery Co. Kuwait, has cultivated its reputation over the years as the most eminent boutique jewellery exhibition organizer in Kuwait. For the past 20 years, it has been organizing the quarterly "International Diamond Exhibition for Jewellery" (IDEJ). The IDEJ has been a niche and exclusive platform for luxurious Indian jewelers to showcase their exclusive diamond collections in Kuwait. Over the years, the exhibition selection committee identify quality jewelers and add them to the exhibition, in order to diversify designs but maintain integrity.

Quarterly, exhibitors provide customers with new pieces as well as bringing back timeless pieces. In addition to the exhibition, the International Diamond Exhibition for Jewellery store is situated in Olympia Mall in Salmiya, Kuwait.

EXHIBITION STAND

The exhibition stand is a high end structure 12 (sqm) or 4.40sqm x 3 sqm with the following features:

- 5 Tall Showcase with Lights
- 4 Table Showcase
- 5 spot lights
- 1 Table
- 4 chairs
- Carpeting
- Daily Stand Cleaning

NEXT SHOW DATE

18 DEC 2025 | TO | **23** DEC 2025

VENUE

OLYMPIA MALL

I.D.E.J
معرض الألماس العالمى للمجوهرات
International Diamond Exhibition for Jewellery

The International
Diamond Exhibition
for Jewellery

Showroom
Olympia Mall, Second Floor

Headquarters
Central Gold Market, Mezzanine
123, 124
Mubarakiya, Kuwait

Number: +965 22404340
Mobile: +965 65744443
Email: azmi@midwayfairs.com

The International Diamond Exhibition for Jewellery

I.D.E.J
معرض الألماس العالمى للمجوهرات
International Diamond Exhibition for Jewellery